

# Sweeping To New Triumph

World's Greatest Six Tops Its Greatest Value in Fineness, Smartness, Performance

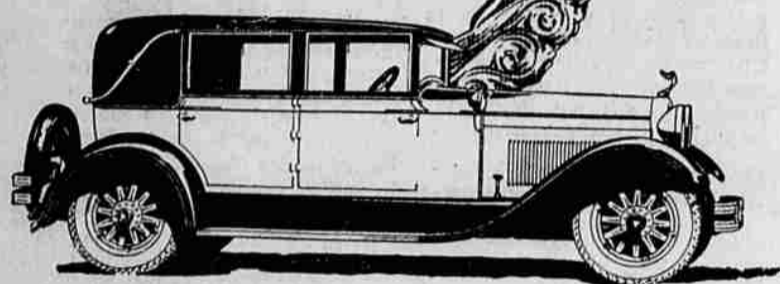
Reflects Tomorrow's Vogue

Hudson's long performance leadership is countered now in a new supremacy of body mode, equally brilliant, equally certain and embodying Hudson's first principle of value as tangible as its great chassis qualities.

Wherever shown it has been accorded a public ovation that is a tribute to the success of the world's most famous "Six".

Come and examine the New Super-Sixes. They will give you an entirely fresh view of motor car values.

The NEW HUDSON Super-Six



ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 438

ROSEBURG, ORE.

NEW HUDSON PRICES

118-inch chassis  
Coupe \$1200  
(Rumble Seat \$30 extra)  
Sedan \$1325 Coach \$1200  
127-inch chassis  
Standard Sedan - - - \$1450  
Custom Landau Sedan 1650  
Custom Victoria - - - 1600  
Custom 7-Pass. Sedan 1750  
All prices f. o. b. Detroit, plus wear and tear tax.  
Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance.

## CHEVROLET CREW FROM FACTORY TO VISIT PORTLAND

To obtain direct contact with every dealer and every associate dealer in the United States, the Chevrolet Motor company is again this year holding a series of national sales meetings. Two crews of factory officials, which operated as one until conclusion of eastern automobile shows, are now following itineraries which will have completely covered the nation-wide field by the latter part of March, the meetings being of an elaborate character.

The party, including several of the leaders of the Chevrolet Motor company, will hold the business meeting in Portland February 24, at the Heilig theatre. A dinner will take place that night in the grand ballroom of the Multnomah hotel.

These meetings are designed to improve the dealer's relations with the motoring public, providing him with instructions in every phase of automobile merchandising, and to further the company's far-reaching 1928 sales program of more than a million units. The factory and dealer selling organizations of the Chevrolet Motor company include more than 20,000 persons and are represented in virtually

# USED CARS

With an O. K. That Counts

**CHEVROLET COACH**—1927 model. This car looks and runs like new. Terms and trade considered.

**FORD TUDOR SEDAN**—Last year's model. Here is a chance to get a Ford that is not worn out.

**CHEVROLET COUPE**—Early 1927 model, first paint looks like new and this car is guaranteed for 30 days.

**FORD TOURING**—1927 model with balloon tires and nickel radiator, side curtains and everything like new.

**CHEVROLET TOURING**—1926 model, this easy riding small car is what you have been looking for.

**FORD ROADSTER**—1925 model with box for delivery. This car is neatly painted in green Duco.

**CHEVROLET COACH**—1926 model, the first tires are still in good condition on this car.

**STAR TOURING**—1925 model, it has 4 wheel brakes and new top and new tires.

**CHEVROLET COUPE**—1926 model. This car is painted in sage brush green, and is in first class condition.

**FORD ROADSTER**—With box, 1923 model, painted neatly in green Duco. Just the thing on the farm.

**CHEVROLET TRUCK**—With cab and body, last year's model, good tires and in fine condition.

We sell new and used cars on General Motors' easy payment plan—terms you can afford.

HANSEN Chevrolet Co.

# The climax of fourteen years' effort— a NEW WILLYS-KNIGHT

PRESENTING a low-priced Six of typical Willys-Knight quality means that this company has reached the goal of fourteen years—a Willys-Knight Six at the lowest price in history!

The supremacy of the Willys-Knight sleeve-valve engine is a matter of general knowledge—not only to more than 300,000 owners, but to leading engineers as well. Naturally, it costs more to build this superior engine. It is only today that we have reached our goal of bringing the patented Willys-Knight sleeve-valve engine into a lower price field and making its supreme

for only \$1145

f.o.b. factory

advantages available to countless new buyers.

Two Other Brilliant Sixes

Willys-Knight Special Six—improved, finer, advanced features and beautiful new color options.

Willys-Knight Great Six—one of America's most luxurious cars. Now, a larger, more powerful engine insures even higher and smoother speed and even flashier acceleration.

Willys-Knight Sixes from \$1145 to \$2000, in the Standard Six, Special Six and Great Six divisions. Prices f. o. b. factory and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.



SPECIAL WILLYS-KNIGHT SALON, featuring the new Standard Six February 19th to 25th at all Willys-Overland dealers

F. W. CHASE  
Phone 399

Salesroom 317 North Jackson St.

Roseburg, Oregon

<b>GREAT MYSTERY</b> FATHER (reading school report): Conduct, bad; reading, bad; composition, arithmetic, history,	bad—bad—bad. What is the meaning of this, Gerald? GERALD: I can't understand it, dad. Do you think it might be a forgery?—Punch.	<b>YOU TELL 'EM</b> "What would you call a married flapper?" "I don't know, but I know what I'd call her husband."—Life.
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# CASH TAKES THEM

These values are the best yet. Look the cars over. Such ridiculously low prices speak for themselves. For cash you can have them as they are.

**\$350** buys this 1924 Dodge coupe with the 55-inch underslung rear spring and new paint. Engine overhauled recently. License included.

**\$30** takes this Dodge touring. Several thousand miles left in the tires.

**\$40** for this 1917 Dodge touring. It's good for many thousand miles, as any Dodge owner will tell you.

**\$75** makes this 1923 Chevrolet touring with license yours. All the tires have much of the tread left on them. Don't pass up this car.

**\$45** cash and this 1923 Chevrolet is yours. Three of the tires are almost new.

**\$200** purchases this 1924 Star, license and all. It has 4-wheel brakes. The upholstery is like new. The finish is original and unblemished.

**\$350** takes this 1923 Buick Six. It is in excellent condition, showing the fine care that has been taken of it. License goes with car.

**\$75** for 1923 Ford touring. Four almost new tires. Side curtains good. Newly painted. License included.

**\$40** makes this 1923 Ford touring yours. Mechanically good. Fair tires. Shock absorbers.

**\$30** for 1923 Ford touring. Five tires with 40 per cent of their life left. Fair appearance. Side curtains.

Why do we ask so little? We do it because we can save the buyer from paying the costs of selling the car to him. He can choose from our list at rock bottom prices. Don't miss the chance, investigate these offers.

J. O. NEWLAND & SON  
Oldest Continuous Dealers in Douglas County.

every city, town and hamlet of the country.

R. H. Grant, vice-president in charge of sales, and H. J. Klinger, general sales manager, have charge of the two parties. Mr. Grant covering the eastern half of the country and Mr. Klinger the western. The itinerary will take the two parties into 36 cities in key center throughout the country to which dealers in neighboring towns have ready access. Beginning with the meeting at New York on January 11, they are continuing for ten weeks until the final session at Birmingham on March 22.

More than a carload of scenery, stage properties and special lighting equipment are necessary for the presentation of the sales program in every city. A stage manager and a specially trained show crew direct the work behind the stage, while in front of the footlights the dealer organization views one of the most interesting shows ever given by any unit of the industry.

## TRUCK PRODUCTION IS ABOUT DOUBLED

By almost doubling its commercial car output last year over the previous year the Chevrolet Motor company in 1927 led all other commercial car manufacturers as well as all other builders of passenger cars.

Chevrolet business car production for 1927 was 209,413 units, as against 111,203 trucks and commercial car chassis in 1926, 48,229 units in 1925, and 96,788 units for the nine-year period between 1915 and 1925, when trucks of this type first went into production.

Approximately 130,000 units of the 1927 production, according to W. J. Richmond, zone manager, were sold at retail in the United States. He has received word from Sidney Corbett, manager of the commercial car division of the factory, that in view of the extraordinary gains registered during 1927 the company is fully confident of shattering all previous high marks in 1928.

Contributing toward this end, he said, would be the gigantic road-building programs in which Chevrolet dump trucks are extensively used, and increases in general building and construction work, and a loosening up of the deferred buying attitude apparent last year because of crop uncertainty and latent doubt over the economic future.

In the commercial car lines are the light delivery, utility truck chassis and utility chassis and cab. The cab is finished in attractive Biscay green duco, with gold striping emphasizing the trim lines of the body types. Every thought has

been given to the driver's comfort in the cab.

There are 2,000 free public schools in the new 40-mile metropolitan district of New York City.

CAN'T EAT IT HE: Is there anything in life but love?  
SHR: Nothing in the wide, wide world! Where shall we have supper?—Passing Show.

John Hancock signed the Declaration of Independence for the state of Massachusetts.

There were 21,241 business failures in the United States in 1925.

# NASH

Leads the World in Motor Car Value

## Buy Your Nash Now!

# Prices Reduced!

### Effective Feb. 1st

L. R. CHAMBERS MOTOR COMPANY  
New Garage and Service Station  
Oak and Main Sts. Roseburg Phone 649